

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Linda Schwartz

DATE: February 3, 1994

FROM Mary Jo Gennaro

SUBJECT: CMP HISPANIC 93 - 94 EVENTS

As requested, I have listed the Hispanic events Marlboro was a participant at in 1993 and plan to sponsor again in 1994. The attached "play to win" card was distributed at these events and sent back to Leo Burnett marked with the event name. In 1994, we will be using a new survey form being generated by Jeannie Eibon which will be the same form used by Racing, and all Marlboro event marketing. Matt Stone at Leo Burnett may be able to give you a count of surveys received. If not, we will have to go back to our records and pull the numbers.

1993

<u>EVENTS</u>	<u>MARKETS</u>	<u>DATES</u>
Calle Ocho Festival	Miami, FL	3/12-14
La Semana Alegre	San Antonio, TX	4/16-24
L.A. Fiesta Broadway	Los Angeles, CA	4/25
El Baile	San Antonio, TX	6/5
Hispanic Week in Lawrence	Lawrence, MA	6/13-20
Carnaval Latino	New Orleans, LA	7/8-11
Hispanic Worlds Fair	New York, NY	8/7-8
Pan American Festival	Chicago, IL	8/7-8
Viva Mexico	Chicago, IL	8/28-29
Hispanic Festival of Elizabeth	Elizabeth, NJ	9/4-9
The Perfect Combination Concert	New York, NY	10/23

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1994

<u>EVENTS</u>	<u>MARKETS</u>	<u>DATES</u>
Calle Ocho	Miami, FL	3/13
La Semana Alegre	San Antonio, TX	4/15
Los Temerarios Concert	Chicago, IL	4/30
L.A. Fiesta Broadway	Los Angeles, CA	5/1
El Fieston	Rutherford, NJ	June?
Hispanic Week in Lawrence	Lawrence, MA	6/17
Carnaval de Paterson	Paterson, NJ	7/10
Hispanic Worlds Fair	New York, NY	8/6-7
Pan American Festival	Chicago, IL	8/6
Expo Feria	New York, NY	?
116th Street Festival	New York, NY	?
Viva Mexico	Chicago, IL	7/20
Hispanic Festival of Elizabeth	Elizabeth, NJ	9/3
El Baile	San Antonio, TX	10/94
The Perfect Combination Concert	New York, NY	June?

I hope this information will be helpful. Should you need further information, please feel free to contact me on extension 2762.

cc: J. Fontanez
E. Moore
Y. Robinson

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